

# Designer's Saturday

Twenty-one members of the New York Designer's Saturday Association held a surprise mini-market one October weekend for an invited list of architects, interior designers, and contract specifiers



*Fritz Hansen showroom redesigned by architect Baard Henriksen*



*Fritz Hansen: Seating by Jorn Utzon*

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Designer's Saturday, a formidable group of 21 New York-based furniture manufacturers and importers, is gratified by the success of its October open house for out-of-town architects, contract designers, and specifiers and elaborate plans are already being made for 1970.

To most members the open house week-end was tantamount to a Market, and 12 of the participating member firms unveiled their winter collections for the special benefit of the over 500 invited guests who tramped through the showrooms that October weekend.

Two members, Fritz Hansen and Helikon, completely overhauled their showrooms for the occasion.

Following is a round-up of those new designs presented during the Designer's Saturday open house.

**Fritz Hansen:** This showroom was transformed into a maze-like series of vignettes by means of a series of connected painted chip-board modular dividers with elongated port holes—a system designed and made in Denmark by graphic designer, Baard Henriksen. Introduced were the Jorn Utzon lounge chairs fabricated with molded laminated shells, mounted on chrome plate tubular steel bases, and covered in vinyl or fabric.

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**Stendig:** "Alvar" reclining chaise from Italy was designed by Giuseppe Raimondi of expanded polyurethane and upholstered in shiny vinyl.

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**Atelier International:** Reversible table (one side natural walnut, the other polished wool) designed by Gianfranco Frattini. Diameter—44½ inches.

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**The Pace Collection:** Conference table with polished aluminum cylindrical base comes in a wide choice of table-top shapes, and materials—Italian cremo marble shown.

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**Brickell Associates:** Two new Ward Bennett seating designs—a love seat, companion piece to the classic carved wood frame chair; and carved ashwood frame chair (also without arms) with semi-attached seat and back cushion.

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Stendig: "Alvar" chaise by Giuseppe Raimondi



Atelier International: Reversible table by Gianfranco Frattini



Pace: Pedestal table



Brickell: Chair by Ward Bennett



Brickell: Sofa by Ward Bennett

